

# FEATURES FOR INTERACTIVE TELEVISION

## ABSTRACT OF THE DISCLOSURE

An interactive television that combines the video/audio content, delivered by existing broadcast methods, with the interactive Internet capabilities, delivered by existing network methods. In this approach, mixed media, including full frame-rate high definition video, audio, text, and graphics are delivered via mixed transmission mediums, both traditional broadcast and the Internet. This provides for personalized content, both video and Internet, and allows interactive content to be developed by third parties.